

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**LISTING OF CLAIMS:**

1. (Original) A process of informing potential consumers of a new product, including in no particular order: presenting to a potential consumer a visual presentation of a first, known product having at least one function and at least one characteristic capable of visualization; presenting to said potential consumer visual presentation of a second, known product having at least one known function similar to said at least one function of said first known product and at least one characteristic capable of visualization; and presenting to said potential consumer one or more intermediate visual presentations of at least one of the first and second products by changing the appearance of said at least one characteristic of said first product to more closely resemble said at least one characteristic of said second product, one of said intermediate visual presentations being an visual presentation of said new product.

2. (Original) A process in accordance with claim 1, further comprising presenting to said potential consumer a plurality of intermediate visual presentations of products changing the appearance of said at least one characteristic of said second product to more closely resemble said at least one characteristic of said first product, one of said intermediate visual presentations being visual presentation of said new product.

3. (Original) A process in accordance with claim 1, wherein said plurality of intermediate visual presentations of products are still images.

4. (Original) A process in accordance with claim 1, wherein said plurality of intermediate visual presentations of products are at least one of moving images and animations.

5. (Original) A survey process, comprising: identifying a panel of people; informing people of said panel of a new product, the informing step including in no particular order: presenting to a panelist a visual presentation of a first, known product having at least one function and at least one characteristic capable of visualization; presenting to said panelist visual presentation of a second, known product having at least one known function similar to said at least one function of said first known product and at least one characteristic capable of visualization; and presenting to said panelist a plurality of intermediate visual presentations of products changing the appearance of said at least one characteristic of said first product to more closely resemble said at least one characteristic of said second product; and questioning the panelist about the impressions the panelist has of the products presented in said plurality of intermediate visual presentations, wherein identifying a panel of people can be before or after informing people of said panel.

6. (Original) A survey process according to claim 5, further comprising questioning a panelist about impressions the panelist has of products, among

products presented in said plurality of intermediate visual presentations, said panelist not having been previously informed of features or aspects of the products.

7. (Original) A survey process in accordance with claim 5, further comprising presenting to said panelist a plurality of intermediate visual presentations of products changing the appearance of said at least one characteristic of said second product to more closely resemble said at least one characteristic of said first product.

8. (Original) A process in accordance with claim 5, wherein said plurality of intermediate visual presentations of products are still images.

9. (Original) A process in accordance with claim 5, wherein said plurality of intermediate visual presentations of products are at least one of moving images and animations.

10. (Original) A process of marketing a new product to potential customers, comprising: obtaining attention of a potential customer; presenting to said potential consumer a visual presentation of a first, known product having at least one function and at least one characteristic capable of visualization; presenting to said potential consumer an visual presentation of a second, known product having at least one known function substantially similar to said at least one function of said first known product and at least one characteristic capable of visualization; presenting to said potential consumer a plurality of intermediate visual presentations of products

changing the appearance of said at least one characteristic of said first product to more closely resemble said at least one characteristic of said second product, one of said intermediate visual presentations being an visual presentation of said new product; and informing the potential customer of a source of said new product, wherein the presenting and informing steps can be in any sequence.

11. (Original) A process in accordance with claim 10, further comprising presenting to said potential consumer a plurality of intermediate visual presentations of products changing the appearance of said at least one characteristic of said second product to more closely resemble said at least one characteristic of said first product, one of said intermediate visual presentations being an visual presentation of said new product.

12. (Original) A process in accordance with claim 10, wherein said plurality of intermediate visual presentations of products are still images.

13. (Original) A process in accordance with claim 10, wherein said plurality of intermediate visual presentations of products are at least one of moving images and animations.

14. (Original) A computer readable medium having embodied thereon a computer program for carrying out the method of claim 1.

15. (Original) A computer readable medium having embodied thereon a computer program for carrying out the method of claim 5.

16. (Original) A computer readable medium having embodied thereon a computer program for carrying out the method of claim 10.

17. (Original) An advertisement for a new product, comprising: a visual presentation of a first, known product having at least one function and at least one characteristic capable of visualization; a visual presentation of a second, known product having at least one known function substantially similar to said at least one function of said first known product and at least one characteristic capable of visualization; a plurality of intermediate visual presentations of products changing the appearance of said at least one characteristic of said first product to more closely resemble said at least one characteristic of said second product, one of said intermediate visual presentations being an visual presentation of said new product; and identification of a source of said new product.

18. (Original) An advertisement in accordance with claim 17, further comprising a plurality of intermediate visual presentations of products changing the appearance of said at least one characteristic of said second product to more closely resemble said at least one characteristic of said first product, one of said intermediate visual presentations being an visual presentation of said new product.

19. (Original) An advertisement in accordance with claim 17, wherein said plurality of intermediate visual presentations of products are still images.

20. (Original) An advertisement in accordance with claim 17, wherein said plurality of intermediate visual presentations of products are at least one of moving images and animations.